

US EPA ARCHIVE DOCUMENT

Printable Checklist – Take Action: Engage the Community

- ☐ Step 1. Identify General Program Parameters
- ☐ Step 2. Research Similar Programs
 - Identify similar programs and reach out to people who have implemented them
 - Identify the components of similar programs that fit your circumstances
 - Decide whether to tie into an existing program or create a new program
- ☐ Step 3. Engage Stakeholders
 - Understand your target audience's values, motivations, and barriers
 - Acquire your target audience's input on program options
 - Solicit partners for program implementation
 - Engage community leaders and elected officials
- ☐ Step 4. Design Program Mechanics
 - Consider different incentive systems
 - Develop a budget, timeline, and measuring metrics
- ☐ Step 5. Design Outreach Plan and Materials
 - Develop messages that are tailored to target audience
 - Develop outreach plan and materials
 - Identify best venues to reach audience
 - Work with the local media
- ☐ Step 6. Take Care of Administrative Steps
- ☐ Step 7. Roll it out!
 - Consider an incremental roll-out
 - Identify and foster early adopters, and tell their stories
- ☐ Step 8. Monitor and Adjust